

CHÂTEAU ROQUEFORT



CHÂTEAU ROQUEFORT CSR-CERTIFIED AS PART OF THE INITIATIVE “BORDEAUX CULTIVONS DEMAIN”

CHÂTEAU ROQUEFORT has just been certified for the first stage of its CSR strategy within the framework of **Bordeaux Cultivons Demain**, the collective approach audited by Bureau Veritas.

For over ten years now, Château Roquefort has been committed to reducing its impact on the environment as part of its sustainable development strategy. Since 2012, the SME (Environmental Management System) approach has led to the progressive and ongoing improvement of the estate's environmental performance.

Château Roquefort's owners, Anne and Frédéric Bellanger, have now set a new dynamic in motion, by committing the company to a CSR (Corporate Social Responsibility) strategy in line with its stakeholders' expectations, and naturally consistent with the *Bordeaux Cultivons Demain* collective approach. The first audit conducted in November 2022 by Bureau Veritas was an important milestone in the process.



Bordeaux Cultivons Demain: **a collective approach**

For faster, better recognition of the in-depth changes underway among Bordeaux winegrowers and négociants, the industry has created an innovative approach, adapted to all wine operative profiles: *Bordeaux Cultivons Demain*. The approach, based on the strength of collective efforts and tailored to the specifics of the wine trade, is at the service of individual company performances. *Bordeaux Cultivons Demain* is built on the foundations of the ISO 26000 standard, the international reference in terms of CSR strategy. To reinforce the credibility of the work done by companies, the approach allows them to sign up for the certification process, managed by Bureau Veritas.

Subsequent to the audit conducted by Bureau Veritas, Château Roquefort is now among the first estates to be awarded the CSR label. The estate, already a forerunner in EMS and HVE certifications, started its transition to organic winegrowing in 2020 and began preparing for the CSR assessment with its consultant Méridithalle.

That first audit has laid the foundations for the targets set by the Château, a sustainable estate by nature.

CHÂTEAU ROQUEFORT



Being a purveyor of the estate's multi-millennial past

Château Roquefort, in the heart of the Entre-deux-Mers region, is a leading winegrowing estate that has belonged to the Bellanger family since 1976. The unique venue has been inhabited for over 5000 years and the covered walkway (a funerary memorial site) dating back to the Neolithic period constitutes a striking archaeological vestige. The estate, deeply rooted in a remarkable region, stretches over 240 hectares, 55% of which are forests, meadows and pastures. Anne and Frédéric Bellanger are committed to passing this natural, historical heritage on to future generations.

The estate's CSR strategy stands on four pillars:

- Sustaining our economic activities
- Preserving the environment
- Placing people at the heart of our concerns
- Contributing to our region's renown



"We are merely purveyors of Roquefort's history, and in the face of the crucial issues confronting us, we must do far more than just make a statement. We must back our actions up with ambitious goals for managing this estate as well as possible and passing it on to others in turn. Our raison d'être is to create wines that will be the ambassadors of this unspoilt venue in an era of ecological and societal transition."

Anne et Frédéric Bellanger



CHÂTEAU ROQUEFORT



Being committed means structuring our approach, assessing it and making progress

Since 2020, the estate has drawn up its roadmap. The first initiatives implemented already embrace the 4 pillars.

- In order to sustain its activity, an analysis of consumer expectations led to redesigning the Château's range of wines. At the same time, the estate wanted to begin planting varieties recently authorised by the trade. Consequently, 2.2 hectares were planted with Castets and Arinarnoa – varieties that produce red wines and are better adapted to global warming. The teams are proud to be working together to revive the Bordeaux reputation nationally and internationally by supporting a large number of collective initiatives.
- For the preservation of natural resources, above and beyond protecting biodiversity and Natura 2000 areas on the estate, a first pilot project for the re-use of wooden crates was carried out with the Caisserie Marie-Louise and the Bordeaux Design School "DN Made". The estate is transitioning to organic winegrowing.
- In terms of the people that make up Roquefort, the quality of life at work is at the heart of our human resources management, which organises friendly gatherings, training courses, invitations to events held on the estate, improved working conditions, etc. Students from various schools (Kedge, Magendie Secondary School, etc.) are involved in all stages of company life. Several associations are provided support via grants and mentoring initiatives, for example: "Quai Liberté" helps former inmates reintegrate society through employment, and "French Heritage Society" works on built heritage preservation projects in France, etc.
- And last but not least, in order to contribute to the renown of this region in which Château Roquefort is located and which is so dear to the Roquefort teams, major investment programmes are being carried out on the estate. With its "slow tourism" and "cycling tourism" labels, the estate boasts a new guest room as well as a range of activities year round, showcasing the Entre-deux-Mers region: "Marché Gourmand", "Fête à Léo Drouyn", etc. Noteworthy as well: every time archaeological digs are carried out by the CNRS, a presentation is organised for the general public.

The first audit made it possible to set up essential indicators; the next audit will be done in 18 months.

Frédéric and Anne Bellanger like to quote Antoine de Saint Exupéry, *"We do not inherit the Earth from our parents, we borrow it from our children."*

About Château Roquefort

Château Roquefort is a family property owned by the Bellanger vineyards. It is superbly located between the Garonne and Dordogne rivers, in the heart of the Entre-deux-Mers region, not far from Saint-Emilion. With its 100 hectares of vineyards, the estate has been producing high-quality Bordeaux wines and outstanding cuvées for over 40 years and began its transition to organic winegrowing in 2020. The forests, woods and pastures covering 140 hectares are protected. The estate organises theme-based tours and workshops on nature, gastronomy, the historical heritage of the Neolithic period, and the vineyard, of course. For slow-tourism and cycling enthusiasts, the Roger Lapébie bike path is just a kilometre from the estate. And the "Maison de Léo" guesthouse can accommodate visitors for one night or more. In 2019, the estate received the Best Of Wine Tourism award in the Architecture and Landscape category.

Château Roquefort, sustainable by nature

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